

Janice Arnold-Jones for Con Dates: 09/11/12-09/17/12

Janice Arnold-Jones for Con
Adam Turner
310-601-6272
Proposal ID: 22114
Description: Janice Arnold Jar
Flight: 09/11/12-09/17/12

KASA
Jim Giudicessi
jim.giudicessi@kasa.com
(505)998-9530

Books: KASA: May Share to Nov TP
Estimate Book



Long
9/16/12
803860A

Program	September				Total	Book(s)	Primary A35+
KASA							
News 13 on FOX2 @ 9PM M-F 9-9:30 PM	TFN	:30	Units	\$400	\$400	\$1,600	May Share to N Rtg
	CPP			3	1	4	:30 CPP
	GRP					\$74	
	R/F			12.2/1.3	5.4/1.0	21.6	5.4 \$74
News 13 on FOX2 @ 930PM M-F 9:30-10 PM	TFN	:30	Units	\$300		\$600	May Share to N Rtg
	CPP			2		2	:30 CPP
	GRP					\$68	
	R/F			7.7/1.1		8.8	4.4 \$68
News 13 on FOX2 @ 9PM Su 9-9:30 PM	TFN	:30	Units	\$400		\$400	May Share to N Rtg
	CPP			1		1	:30 CPP
	GRP					\$57	
	R/F			7.0/1.0		7.0	7.0 \$57
News 13 on FOX2 @ 9PM Su 9:30-10 PM	TFN	:30	Units	\$350		\$350	May Share to N Rtg
	CPP			1		1	:30 CPP
	GRP					\$73	
	R/F			4.8/1.0		4.8	4.8 \$73

PROPOSAL SUMMARY				September				DEMO SUMMARY	
				09/10	09/17	Total		A35+	
Albuquerque-Santa Fe	Total \$			\$2,550	\$400	\$2,950			
	Units			7	1	8			
	GRPs			36.8	5.4	42.2			
	Reach			49.1	30.0	56.8			
	Frequend			3.2	1.6	3.6			

MONTHLY SUMMARY (PRIMARY DEMO ONLY)			September
Albuquerque-Santa Fe			56.8
Reach			3.6
Frequency			

Janice Arnold-Jones for Con Dates: 09/11/12-09/17/12

Janice Arnold-Jones for Con
Adam Turner
310-601-6272
Proposal ID: 22114
Description: Janice Arnold Jor
Flight: 09/11/12-09/17/12



KASA
Jim Giudicessi
jim.giudicessi@kasa.com
(505)988-9530

Program		September				Total		Book(s)		Primary A35+	
KASA											
News 13 on FOX2 @ 9PM M-F 9-9:30 PM	TFN	:30	Units	\$400	\$400	\$1,600	May Share to N	Rtg	:30 CPP	5.4	\$74
			CPP	3	1	\$74					
			GRP			21.5					
			R/F	12.2/1.3	5.4/1.0						
News 13 on FOX2 @ 930PM M-F 9:30-10 PM	TFN	:30	Units	\$300		\$600	May Share to N	Rtg	:30 CPP	4.4	\$68
			CPP	2		\$68					
			GRP			8.8					
			R/F	7.7/1.1							
News 13 on FOX2 @ 9PM Su 9-9:30 PM	TFN	:30	Units	\$400		\$400	May Share to N	Rtg	:30 CPP	7.0	\$57
			CPP	1		\$57					
			GRP			7.0					
			R/F	7.0/1.0							
News 13 on FOX2 @ 9PM Su 9:30-10 PM	TFN	:30	Units	\$350		\$350	May Share to N	Rtg	:30 CPP	4.8	\$73
			CPP	1		\$73					
			GRP			4.8					
			R/F	4.8/1.0							

PROPOSAL SUMMARY		September				Total		DEMO SUMMARY	
		09/10	09/17					A35+	
Albuquerque-Santa Fe	Total \$	\$2,550	\$400			\$2,950			
	Units	7	1			8			
	GRPs	36.8	5.4			42.2		42.2	
	Reach	49.1	30.0			56.8		56.8	
	Frequenc	3.2	1.6			3.6		3.6	

MONTHLY SUMMARY (PRIMARY DEMO ONLY)		September			
Albuquerque-Santa Fe		56.8			
Frequenc		3.6			

[Signature] 9/5/12
SIGNATURE DATE

Spot Manager: All, 09/10/12-09/23/12

Station: KASA

Advertiser: POL/Janice Arnold-Jones for Congress

Agency: DW Turner

Line: 1

Time Period: 9p-930p

203864	09/12/12	:30 P5	9:21:44 PM JANICE ARNWEALLBELIEVE		\$400.00
203864	09/14/12	:30 P5	9:12:35 PM JANICE ARNWEALLBELIEVE		\$400.00
203864	09/11/12	:30 P5	9:28:23 PM JANICE ARNWEALLBELIEVE		\$400.00
					\$1,200.00
					\$1,200.00

Line: 2

Time Period: 9p-930p

203864	09/17/12	:30 P5	9:17:02 PM JANICE ARNWEALLBELIEVE		\$400.00
					\$400.00
					\$400.00

Line: 3

Time Period: 930p-10p

203864	09/13/12	:30 P5	9:44:14 PM JANICE ARNWEALLBELIEVE		\$300.00
203864	09/14/12	:30 P5	9:51:31 PM JANICE ARNWEALLBELIEVE		\$300.00
					\$600.00
					\$600.00

Line: 4

Time Period: 9p-930p

203864	09/16/12	:30 P5	9:22:45 PM JANICE ARNWEALLBELIEVE		\$400.00
					\$400.00
					\$400.00

Line: 5

Time Period: 930p-10p

203864	09/16/12	:30 P5	9:50:06 PM JANICE ARNWEALLBELIEVE		\$350.00
					\$350.00
					\$350.00
					\$2,950.00
					\$2,950.00
					\$2,950.00
					\$2,950.00

[Sorted by: Line]

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On page 3

Station and Location:	Date:
------------------------------	--------------

I, Adam Turner
 being/on behalf of: Janice Arnold-Jones, a legally
 qualified candidate of the REPUBLICAN political
 party for the office of: U.S. CONGRESS CD-1
 in the GENERAL ELECTION
 election to be held on: NOVEMBER 6th, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE	ATTACHED				

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

JANICE ARNOLD JONES for CONGRESS
PO BOX 20460 ALB NM 87154
VIC BRUNO, RESSURER

I represent that the payment for the above described broadcast time has been furnished by:

JANICE ARNOLD-JONES for CONGRESS

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

VIC BRUNO

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9-5-12

Date

JANICE E. ARNOLD

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, JANICE ARNOLD-JONES
 (name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

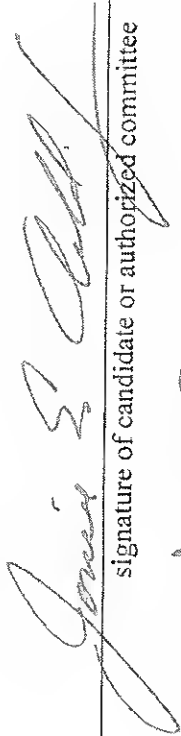
☐ does ☒ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.


 signature of candidate or authorized committee

JANICE ARNOLD-JONES 9/3/12
 printed name date